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LA SALLE

A QUARTERLY LA SALLE UNIVERSITY MAGAZINE

JAN 07 1993



University Launches \$100 Million Campaign

WINTER 1992-'93



"The Holy Family"

A QUARTERLY LA SALLE UNIVERSITY MAGAZINE
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University officials announced the most ambitious capital gifts campaign in history.

held its annual Fall Honors Convocation, and gained a distinguished ranking by *U.S. News & World Report*.

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The university announced a new provost,

CREDITS: Front cover, La Salle University Art Museum; Back cover, Jack Boyle, Omnigraphic Design; Page 1, 5-10, 21, 22, 25 (right), 26-29 (top), 30, Kelly & Massa; 24 (top), I. George Bilyk; all others by Martha Ledger.

FRONT COVER: "The Holy Family," oil on canvas attributed to Giovanni Martinelli (1610-1659), Italian, is part of the collection of the La Salle University Art Museum.



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Robert S. Lyons, Jr., '61, *Editor*
James J. McDonald, '58, *Alumni Director*
ALUMNI ASSOCIATION OFFICERS
Marianne S. Gauss, '75, *President*
Joseph H. Cloran, '61, *Executive Vice President*
Andrea Cholewiak, '81, *Vice President*
Teresa Hooten Kozempel, O.D., '74, *Secretary*
Nicholas J. Lisi, Esq., '62, *Treasurer*



ing "will be instrumental in continuing our longstanding tradition of excellence in science and math education, and will improve the training of the university's education majors in these disciplines.

"Furthermore, the establishment of the Institute for the Advancement of Mathematics and Science Teaching will enhance the teaching of these subjects in regional public, private, and parochial schools and help increase the number of women and minorities majoring in math and science."

La Salle's current science building will be renovated to accommodate the university's new School of Nursing, undergraduate and graduate programs in Psychology, and its Mathematics/Computer Science Department.

The South Campus facility, located on the grounds of the former St. Basil's Orphanage, will provide classroom space and studio facilities for the Communication Department. It will also contain a conference center for the university's School of Continuing Studies.

Brother Burke explained that the university hopes to increase the value of its endowment to at least \$100 million over the next decade. Adding that La Salle's endowment has doubled to more than \$24 million since 1986, he said that these funds allow programmatic

experimentation and generate predictable levels of revenue for ongoing essential expenses like student financial aid and faculty enrichment.

"La Salle's long-time financial vitality depends upon augmenting endowment," Brother Burke said. "In addition to influencing bond ratings and other assessments of financial well-being, endowment lessens dependence on tuition revenues and provides money for faculty enrichment, academic programs, and student scholarships."

In the last ten years, Brother Burke added, La Salle's faculty have demonstrated that teaching excellence and significant scholarship go hand in hand.

"Like student financial aid, faculty enrichment is not glitzy, but it is essential."

La Salle's president emphasized that the 129-year-old university "is in good shape with a superb faculty and committed staff, a beautiful campus, solid financial footing, expanding programs, and a student body and cadre of alumni who are the envy of other institutions.

"We believe that future generations will look at this ambitious capital campaign—an effort more than doubling anything we have attempted before—as the one that made the difference," added Brother Burke, who became La Salle's 27th president on July 1. ■

La Salle Receives \$2.5 Million Federal Appropriation for New Science Institute

Through broad-based support from La Salle's local Congressional delegation, university officials recently learned that a \$2.5 million federal appropriation through the Department of Housing and Urban Development has been authorized that will be used as part of the cost for a new Institute for the Advancement of Mathematics and Science Teaching.

The new Institute will include classrooms, laboratories, faculty offices, and support services for all of the traditional natural science departments now housed in the Roland Holroyd Science Center including the Biology, Chemistry, Geology, and Physics Departments.

In addition to helping the university maintain excellent science educational programs for the traditional La Salle students, the new Institute will direct much of its efforts on encouraging young people from the Philadelphia area to pursue careers in science. A major focus will be placed on enhancing math and science literacy among female and minority students who, traditionally, are underrepresented in the science and engineering professions. Training and retraining will be provided in the teaching of math and science to in-service teachers and students interested in the teaching profession. It is hoped that the curricula

developed at the Institute will contribute to national efforts to improve the level of educational resources available to math and science teachers.

The Institute will design, develop, and administer educational outreach programs that will create immediate improvements in the educational opportunities of Philadelphia's elementary and secondary school students. At the Institute's Advanced Science and Mathematics Encounters Laboratory, these students will have "hands-on" encounters with scientific phenomena, conducting experiments and drawing their own conclusions about the results they observe in a laboratory setting far beyond the means of many of Philadelphia's schools. At the Institute's Hypermedia Center, advanced communication technologies—including network computers, satellite communications, and cable television broadcasts—also will be used to expand and update the limited math and science resources of area schools.

As soon as the new Institute is constructed, the Roland Holroyd Science Center will be renovated to house the School of Nursing as well as the Mathematical Sciences and Psychology Departments. The entire \$25 million project is expected to take four years to complete.

The 1992 Presidential Election

Bill Clinton Targeted the Forgotten Middle Class

By Dr. Mary Ellen Balchunis

Governor Bill Clinton won his race for presidency for three basic reasons: first, it was "the economy, stupid"; second, Gov. Clinton ran a textbook campaign, and third, the Governor, personally, was an excellent campaigner.

First, to quote Clinton's campaign manager, James Carville, "It's the economy, stupid." Political scientists have known for a long time that incumbent presidents lose their incumbency if the country is not in "peace and prosperity." The country was in a recession. President Bush could preach family values all along the campaign trail. But with people out of jobs and families hurting, his message wasn't sticking. Carville knew this and that's why he wanted the Clinton campaign to stay focused on the economy. Clinton could beat Bush on the issue of the economy, and he did.

Second, Clinton ran a textbook campaign, albeit a modern, revised edition. He combined the best of old

Continued page 6



George Bush was the Architect of his own Downfall

By Edward A. Turzanski, '81



George Bush lost his bid for re-election because of his inability to use the political resources of the Presidency to develop, articulate and promote a coherent political plan which would address the main domestic concerns perceived by his most needed constituency. Those concerns are the weakened state of the economy and the uncertainty it causes concerning job stability, along with the rising cost and feared loss of adequate health care. The constituency suffering from these hard economic times was made up of white-collar, middle class baby-boomers; the prime recipients of the 1980s economic expansion. Many of these were registered Democrats and Democrats-turned-Republican who twice supported Ronald Reagan and once Bush.

In short, George Bush appeared to be unaware of and uninterested in the problems of middle class, baby-boomer Americans. While many supporters and detractors of the President have presented a long list of other factors which affected the outcome of the election, it must be stressed that George Bush was the architect of his own downfall. The fall from an all-time high approval rating for a sitting President mid-way through his first term (92% after the Persian Gulf War) to the crushing electoral defeat of November 3, 1992 can be traced to the often-stated unpardonable admission by the President that "I don't do the vision thing."

Continued page 7

“Clinton’s ticket offered vitality and hope against a tired and weary president”



politics—pressing the flesh, kissing babies, partisan politics, and bus tours—with the best of new politics—faxes, focus groups, rapid response teams, cellular phones, direct mail, the 1-800 number, and the candidate-centered campaign. The most successful candidates today are able to combine both the Old Politics Model and the New Politics Model into what I refer to as the *Hybrid* model. Clinton was one of those candidates.

Clinton’s campaign strategy to target the forgotten middle class, the Reagan Democrats, also proved timely. There was a general voter discontentment across the country and nowhere was it more apparent than in the middle class. Unemployment and the lack of health care were major concerns in their personal lives and major issues in Clinton’s campaign. These voters wanted change and Governor Clinton’s programs offered them that change.

The Democrats wanted a Southerner who could win the early primaries in the South. They also wanted a moderate who could reach the Reagan Democrats. It was a tactic that paid off. Clinton had been groomed in the Democratic Leadership Council, the moderate arm of the Democratic party. Clinton doubled this

strategy by picking a vice presidential running mate who was also a Southern moderate, Al Gore. Gore turned out to be an excellent choice for other reasons as well. His strengths complemented Clinton’s weaknesses: environmentalist, Vietnam veteran, and strong family. But, most of all, it was his youth that excited the electorate. Combined with Clinton’s youth, this ticket offered *vitality* and *hope*. This was the image Clinton wanted to convey against a *tired* and *weary* president.

Of all the candidates in the primary and general elections, Clinton was most comfortable at utilizing the “new news format.” In fact, he started using the town meeting format of taking questions from the audience early in the New Hampshire primary. This skill served him well as he appeared on talk shows such as Phil Donahue, Larry King, the *Today* show, and *Good Morning America*, to name a few. He even took risks to reach the youth vote by appearing on such programs as Arsenio Hall and MTV. Risks that paid off handsomely as the youth vote turned out in record numbers to support him. But, nowhere was his ability to work a crowd more evident than in the second Presidential debate. He sailed through this debate as a smooth talk show host working his crowd, walking up to his ques-

“The economic advisory team of the administration performed disastrously”

The “vision thing” so disdainfully referred to by Mr. Bush is, in reality, the most effective political instrument at the disposal of any President. Constitutionally, the Presidency is a weak position relative to the Congress in domestic matters. Because of the Cold War, the powers of the President and public perception of the Presidency were inflated beyond the constitutional guidelines of the office. This reality, in part, allowed George Bush to win the presidency in 1988. Yet it also led him into the miscalculations that prevented his reelection in 1992. There is an even more compelling explanation for his failure. In order to understand that reason, however, it is important that one consider those elements the President could influence and those over which he had little or no control.

The first factor affecting Bush's loss over which he had no control is the technically-sound campaign run by President-elect Clinton. The James Carville-engineered Clinton campaign advance teams, whether organizing photo-opportunities for the bus tours or responding to criticisms of the nominee's character, inexperience or the failings of his economic plan, performed superbly. No matter what the accusation or criticism, Clinton responded with promises of “change for the better” on the economic and health care issues. Most Republican polls admiringly observed that the Clinton campaign team operated just as well as the Reagan squads of 1980 and 1984. Rather than an American Presidential election of the early-1980s, it was a French one of the same period which may have provided Clinton with an indispensable ingredient for winning the Reagan swing vote.

Socialists in France had been frozen out of the Presidency of the Fifth Republic because of the perception that they were too closely allied with the Communist Party. In the election of 1981, Socialist Francois Mitterand openly repudiated the Communists in proclaiming that he would rescue France from its economic doldrums through government-led job creation and new taxes on the “great fortunes.” By so openly rejecting the Communists, Mitterand removed fear of extremist control and made it possible for those who had grown tired of the Gaullists to vote for a change.

Bill Clinton exorcised the demons which had plagued Democratic nominees in the last three Presidential elections when he justifiably challenged the racist views of the rap performer Sister Souljah; even though it drew a sharp rebuke from Jesse Jackson. To a very large segment of the majority voters in the last three elections, the Democrats were viewed as being blind to the irrational and racist positions of minority activists. In angering Jackson's supporters, Clinton realized that they might not vote for him; but under no circumstance would they ever vote Republican either. Middle class

Americans, however, would find it easier to take a chance on a Democrat who had the courage to take a stand against race-based special interests when he saw inappropriate behavior. Thus, Clinton cut into the Bush support base.

Another element over which Bush had precious little control was overwhelming mainstream media anti-Bush, pro-Clinton bias. The examples are too extensive to list here, however the media's adoration of Clinton led *The New Republic* to institute a regular feature entitled “The Clinton Suck-Up Watch,” and regular



readers of *The Philadelphia Inquirer* may no doubt wonder what editorial cartoonist Tony Auth will do now that Bush is gone (He authored 12 anti-Bush/Quayle pieces in the first two weeks following the Republican convention—a pattern which continued unabated). When September economic figures indicated stronger growth in the U.S. than in Germany or Japan, the news was quickly replaced by Iran-Contra allegations against Bush that had been first reported nearly six years ago. The same allegations received wide play in the print and electronic media three days before the election. Labor Secretary Lynn Martin summarized this point best when she noted that “George Bush could walk across the Potomac River and the *Washington Post* headline would read ‘Bush Can’t Swim’”.

“Clinton stayed presidential in tone and looked presidential in all three of his debates”



tioners and relating to them (unlike his two opponents).

The fact that Clinton was so good at accessing the free media to get his message out also saved his campaign valuable fiscal resources that could then be diverted to other areas of the campaign such as field operation. The “new news format” increased his support as well because the audiences watching these shows such as Katie Couric on *Today* are not the traditional audiences seen at the campaign rallies. Furthermore, by appearing on this type of show, Clinton could avoid the critical analysis of the journalist. Audience members are not trained to follow up and tend to throw softball questions versus hardball journalist questions. Larry King is a radio talk show host. He admits to not being a trained journalist and not studying briefing books about his guests. King

would be the first to admit that he is no Sam Donaldson, who holds a Ph.D. in political science.

The Clinton campaign learned from the mistakes of the Dukakis campaign. Clinton was not about to let his opponents define who he was or wasn't. He had a rapid response team ready to respond to any negative information or quotes. In Little Rock, Arkansas, he had an opposition research team that worked 24 hours researching daily papers across the country for misleading or inaccurate quotes by opponents. Faxes were immediately sent out to set the record straight. Even before Bush had given his acceptance speech at the Republican National Convention, Clinton with an advance copy in hand, was faxing his response to news outlets across the country.

The Clinton campaign staff managed every detail of the campaign. Rallies were well orchestrated with only the loyal party faithful ever getting close to the candidate. Of course, the best example of their organizational skills was the Democratic National Convention. As a pledged Clinton delegate to the convention, I can personally attest to how well managed this event was. Delegates were treated as royalty. They were given V.I.P. passes to see Clinton every time that he was in town. Each state's delegation was monitored by a delegate tracker. The tracker answered every question and every request. A potential platform fight with Senator Paul Tsongas' people was averted even before we got to the convention with a personal letter from the Governor requesting our support.

The convention itself was amazing. It was well orchestrated and inspiring. It was also a stark contrast to the Republican National Convention. While the Democrats stressed unity and inclusion politics, the Republicans aired their differences on AIDS, the role of women, the rights of gays and lesbians, and perhaps the most detrimental, their division over the abortion issue. It seemed as if the Democratic and Republican parties had switched roles. The Democrats were now the party presenting the united front.

The Democrats had clearly run the best convention, and they did not let the momentum stop at the convention nor did they let Perot's withdrawal stop their thunder. Immediately following the convention, Gov. Clinton, accompanied by his wife, Hillary, Vice Presidential candidate Al Gore, and his wife, Tipper, began a bus tour across the country. The response to the tour was overwhelming. It was unprecedented to see a presidential candidate campaigning so closely with his vice president, and the country loved it. The candidates and their families are attractive and, with the backdrop of the bus, it made for great photo opportunities and great press.

The final days of Clinton's nonstop, state-to-state

“The Bush campaign was one of the worst Republican Presidential campaigns ever”



The third factor over which Bush had no control deals with the demise of the Soviet Union. It has often been observed that George Bush was the ideal Cold War foreign crisis President. In fact, Republican Presidential candidates since 1972 (Ford's misstatements on Eastern Europe in the 1976 debate exclude him) have enjoyed the strong public perception that they are best able to deal with foreign threats; especially those from the USSR (Jimmy Carter's troubles with the U.S. hostages in Iran and the Soviet invasion of Afghanistan compared with Mr. Reagan's deployment of Pershing IIs in Europe and his actions in Grenada and Libya are illustrative in this regard). Despite what one may think of the Vietnam war and how people may have avoided it, if the USSR were still a threat to U.S. national security, Bill Clinton's protest activities in England and Norway, punctuated by the circumstances of his travel to Moscow in the winter of 1969, would have been fatal to his candidacy. In a curious way, the most notable foreign policy achievements of Mr. Bush were to become sources of dissatisfaction among the electorate.

In Operation Desert Storm, President Bush engineered one of the most sophisticated diplomatic efforts ever conceived. But because the fragile consensus upon which the anti-Hussein coalition was formed allowed only for the restoration of an independent Kuwait, the politically-necessary elimination of Saddam Hussein was made impossible. In the end, most Americans thought that George Bush failed because Saddam remains in place. Similarly, Bush's efforts to prevent economically suicidal trade wars with Europe and Japan, along with his negotiation of the North American Free Trade Area (NAFTA), have been widely interpreted as the wanton exportation of American jobs for the sake of multinational industrialists and personal weakness. Those charges, though patently unfair and uninformed, are entirely understandable given the

meek response of his administration to the slaughter in Tianamen Square. In the area in which his greatest strength was supposedly found, Bush fell victim to the accusations of being too slow to support fledgling independence movements in the disintegrating USSR, too weak on China's repressive leaders, too quick to leave the Gulf before the job was done, and too obsessed by foreign policy to recognize domestic problems. His administrative and campaign staff did not serve him well, either.

Whereas the Clinton campaign was the model of efficiency, the Bush campaign was one of the worst Republican Presidential campaigns ever (n.b., The Democrats should not expect such a gift four years hence). No real campaign began until after the convention; and even then, the re-election effort was paralyzed by the wait for Jim Baker to descend from the heights of the State Department to ride to the rescue. Bush's ever-evolving job description for Baker soon came to include Domestic Policy Czar and Secretary of State. Someone should have reminded Bush that the constitution makes provisions for such a person; he is called 'President.' Perhaps this one observation, dealing with the lack of Presidential stature in the campaign, is the most revealing as regards the Bush loss.

His refusal to scrap those platform issues with which he disagreed (e.g., the move from a sensible to an absolutist position on abortion), the mistake of not pairing the theme of family values with specific elements of an economic and health care plan, the transformation of the White House into a campaign crisis center, and the needlessly shrill and classless references to Clinton-Gore as the "Bozo twins" and "Ozone Man" demeaned the Presidency. The latter exposed the mean-spirited side of Bush and allowed Clinton to reinforce the image that he is about real issues and meaningful change while the incumbent is a desperate soul whose time has passed. Most puzzling to Republican loyalists was Bush's self-injuring use of his predecessor's powerful rhetorical question on the economy: "Are you better off today than you were four years ago?" Four years ago the nation was coming off two consecutive terms of Republican governance in the White House. Asking voters to think back twelve years would have brought reminders of gas lines, malaise and double digit inflation and interest rates; while at the same time necessitating a more specific explanation of the Clinton economic program. The campaign should not have come as a surprise; because it was a direct extension of the last two years (some would argue less charitably, the entire period of) the Bush Presidency.

The economic advisory team of the administration performed disastrously. Special mention goes to Budget Director Darman, who persuaded the President to ac-

"The Clinton campaign learned from the mistakes of the Dukakis campaign"

campaigning left us with the impression that Clinton had clearly run the best and most aggressive campaign.

Finally, Clinton was an excellent candidate and campaigner. His credentials of Georgetown University, Yale Law School, and Oxford University as a Rhodes Scholar served him well. Yet, it was his humble beginnings that touched many voters. His father died before he was born. His mother left him with his grandparents so she could finish her education and provide a better life for him. He grew up with an alcoholic and abusive stepfather and with a brother who was a drug abuser. Yet, he worked his way through college and law school. It was a bootstrap story that touched the electorate.

On the campaign trail, Clinton was tough—perhaps hardened by his early beginnings. When potentially devastating stories broke out about marital affairs, Clinton hit them head-on by going on *Sixty Minutes* with his wife. Hillary was his secret weapon. She provided support, counsel, and encouragement. She enabled him to endure attack after attack, helping him to become the "Robo candidate." It is a marriage partnership that served him well and should be a valuable asset as he takes over the presidency.

Clinton truly has a gift with people. He has the ability to make every one he meets feel special. With every hand he shook, his polls went up.

Clinton kept his message positive. While the President attacked him as "bozo" and Gore as the "ozone man," Clinton's tone was sorrowful that a President would be that desperate. Clinton stayed presidential in tone and looked presidential in all three of his debates.

Voted as the best governor by his fellow governors, Clinton had over a dozen years of public service experience. He was quick on his feet and dubbed the "policy wonk" by the press because of his detailed multi-step programs.

Ever since he met President John F. Kennedy as a young man, Clinton knew that he wanted to be president. The first presidential campaign he worked on was George McGovern's. Clinton has studied campaigns, politics, and presidents, and it finally paid off in a big electoral college win. ■

Dr. Balchunis, an assistant professor of political science at the university, was a Clinton delegate at the 1992 Democratic National Convention.

BUSH—continued

"George Bush lacked a coherent political vision"

cept a budget agreement with the Congressional leadership and in the process gave the Democrats a devastating campaign weapon. George Bush was seen to be neither honest enough nor capable enough to keep his "no new taxes" pledge. His weak defense (well after the fact) that "Congress made me do it" begs the question of what Bush did to resist the evil Congress and what he would do differently in a second term with a Democratic House and Senate. Did the President threaten to veto the appropriations bill that funds Congress if appropriate spending reductions were not made? If he had appealed to the American people for their support would they have had known for what he really stood? Would the replacement of Vice President Quayle on the ticket have saved Mr. Bush? The answers to these questions are all, regrettably, "no." The core problem of the Bush Presidency and re-election campaign is the major deficiency mentioned at the beginning of this essay. George Bush lacked a coherent political vision. More specifically, he betrayed the political example of his predecessor.

Regardless of what one thought of him, there was never any doubt where Ronald Reagan stood on critical issues. There was also never any doubt of his political persuasiveness. In his inaugural address, George Bush exhibited the kind of half-insult that he directed towards President-elect Clinton on the Russian travel issue ("I am not questioning his patriotism, but . . ."). When he spoke of being "Kinder and Gentler," the

"Education and Environmental President," and being sent with Congress to Washington "to work together, not to bicker" Bush leaves out the phrase which would complete his thought—"unlike the guy before me!"

George Bush won the Presidency in 1988 because people perceived him to be the closest thing to a third Reagan term. Ross Perot, who ran a formidable third-party effort which was entirely directed against Bush, would never have dared run against Reagan; he would have had no reason to do so. Reagan had a strength of leadership, a coherence of political thought, and a sense of obligation towards and understanding of the political requirements of the Presidency for which George Bush has shown great disdain. Bush's refusal to mention Reagan as communism fell (Imagine a photo of Reagan, Bush and Thatcher before throngs of newly-freed Berliners at the Berlin Wall. Why didn't it happen?), the conscious decision to have Reagan speak past 11 p.m. at the Republican Convention (out of prime-time, out of mind), the constant pejorative references to "the vision thing," and the patrician view that a Bush Presidency was about statesmanship not politics, shows that Bush has underestimated the Reagan Presidential example in the same way Democrats did in 1980, 1984 and 1988. Now he has paid the same price. ■

Mr. Turzanski is director of government affairs and a lecturer in political science at the university.



FINANCIAL REPORT June 30, 1992

THE YEAR IN BRIEF

FINANCIAL	1991-92	1990-91
Unrestricted Current Funds		
Total current revenues	\$57,220,996	\$53,872,233
Expenditures and mandatory transfers	54,487,456	51,926,817
Excess of current revenues over current expenditures and mandatory transfers	2,733,540	1,945,416
Net current fund transfers and other adjustments	2,655,030	1,880,112
EXCESS OF CURRENT REVENUES OVER CURRENT EXPENDITURES, TRANSFERS AND ADJUSTMENTS	<u>\$78,510</u>	<u>\$ 65,304</u>

ENROLLMENT

Unduplicated student headcount (fall semester)		
Day division	3,264	3,497
School of Continuing Studies	1,690	1,826
Graduate programs	1,252	1,219
Total	6,206	6,542
Financial full-time equivalents		
Day division	3,043	3,239
Credit Hours Offered		
School of Continuing Studies	28,528	30,390
Graduate Programs	14,739	14,373

Fund Balances

	June 30, 1992	June 30, 1991	Change
Current funds—unrestricted	\$ 1,002,365	\$ 923,855	+ 78,510
Current funds—restricted	917,819	627,483	+ 290,336
Student loan funds	744,823	736,269	+ 8,554
Endowment and similar funds	23,485,600	20,620,164	+ 2,865,436
Unexpended plant and retirement of indebtedness funds	3,166,053	4,467,540	- 1,301,487
Net investment in plant	27,424,718	27,370,742	+ 53,976
TOTAL	<u>\$56,741,378</u>	<u>\$54,746,053</u>	<u>+ 1,995,325</u>

CURRENT FUND 5 Year Trends

1987-1988 to 1991-1992
(in 000's)

CURRENT FUND REVENUES

	1987-88	1988-89	1989-90	1990-91	1991-92
Tuition	\$27,182	\$30,914	\$34,669	\$38,177	\$40,856
Gifts and Grants	3,927	3,116	2,995	3,350	3,639
Auxiliary Enterprises	7,219	8,265	10,074	11,458	11,458
Other	2,443	2,537	3,225	2,566	3,245
Total	\$40,771	\$44,832	\$50,963	\$55,551	\$59,198

CURRENT FUNDS EXPENDITURES AND MANDATORY TRANSFERS

Educational and General	\$28,722	\$32,179	\$35,720	\$40,154	\$43,458
Auxiliary Enterprises ^(a)	6,919	7,950	9,032	9,589	9,703
Transfers & Other Additions/Deductions					
Mandatory	2,012	2,387	2,580	3,835	3,303
Non-mandatory	2,857	2,107	3,483	1,936	2,365
Total	\$40,510	\$44,623	\$50,815	\$55,514	\$58,829
Net increase current funds	\$ 261	\$ 209	\$ 148	\$ 37	\$ 369

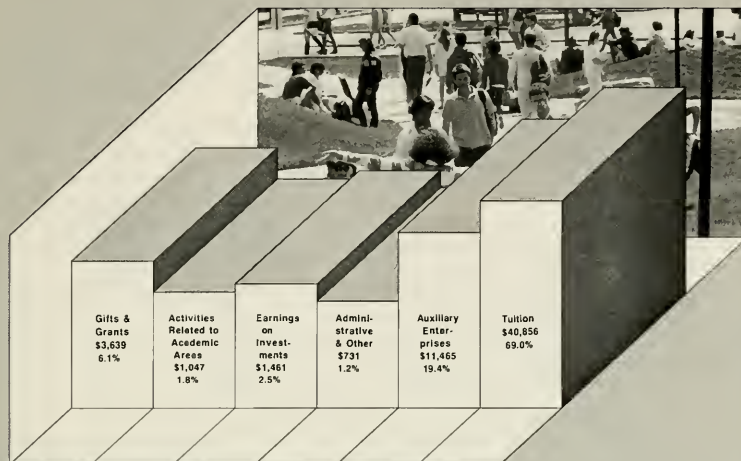
EXCESS OF REVENUE OVER

EXPENDITURES & MANDATORY TRANSFERS	\$ 3,118	\$ 2,316	\$ 3,631	\$ 1,973	\$ 2,734
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^(a)Excluding principal and interest on debt which is shown as a mandatory transfer.

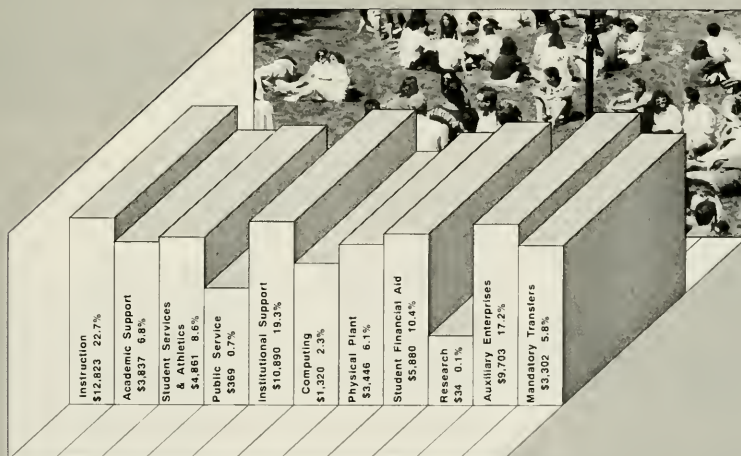
CURRENT FUND REVENUES

Total \$59,199 100%
(Dollars in 000's)



CURRENT FUND EXPENDITURES

Total \$56,465 100%
(Dollars in 000's)



INTRODUCTION

June 30, 1992 marked the end of another financially sound year for the University. While we are not insulated from the demographic forces affecting all educational institutions and the consequences of the present economy, we continue our effort to maintain financial flexibility and the ability to adapt to unfolding events. While applications for admission remained stable there was some reduction in enrollment. Through these periods of shifting enrollments we continue to preserve our commitment to excellence. The credentials of the entering freshman class, as measured by SAT scores, increased from 993 to 1,001.

Applications, acceptances, freshmen enrollments, mean SAT scores and high school quintile rankings of the freshmen enrolled full-time in the University's Day Division for the current and previous year were:

	1991-92	1990-91
Applications	2,706	2,746
Acceptances	2,091	2,037
Enrolled	602	684
Mean SAT scores:		
Freshmen enrolled	1,001	993
National mean	896	900
Percentage of entering freshmen in the top two high school quintiles	74%	75%

In addition, 161 students in 1991/92 transferred into the University from other institutions after their freshman year.

Tuition, fees, and room and board charges for the current and previous year were:

	1991-92	1990-91
Day undergraduate full-time tuition	\$10,250	\$9,100
School of Continuing Studies, per hour	202	180
Master of Business Administration, per hour	335	300
Other graduate programs	315	280
Average room and board	4,880	4,580

To attract and retain a student body of academic quality and diversity, student financial aid remained one of our highest priorities. University funded aid was increased 15% over the previous fiscal year and totaled \$5,880,000. This compares to \$5,101,000 for the previous year.

About 70 percent of the University's undergraduate student body received financial aid from federal, state, University and private sources. Most of the students eligible for financial aid receive an "aid package" consisting of grants, loans and work assistance that supplements each family's contribution to the student's total educational expenses.

The distribution of financial aid to undergraduate students during the current and previous fiscal year was:

	1991-92	1990-91
Pennsylvania state grants	\$ 1,892,075	\$ 1,761,530
Federal programs	2,335,468	2,625,941
Guaranteed student loan program	6,832,552	7,057,932
University aid	5,879,896	5,101,176
Private assistance	805,865	784,034
Total	<u>\$17,745,856</u>	<u>\$17,330,613</u>

Tuition revenues and the flow of gifts and grants from the alumni, alumnae, friends and supporters of the University continue to be the foundation of our resources. In the face of difficult economic conditions we continue to be encouraged by the endurance and growth of our gift support. Total gifts & grants to all funds was \$4,024,000. This was an increase of \$450,000 over the total of \$3,574,000 for last year. Some of the larger gifts and grants received were:

Pennsylvania Department of Education, Institutional	
Assistance Grant	\$967,000
Estate of Margaret Plass	400,000
PEW Charitable Trusts	265,000
The Connelly Foundation	206,000
United States Department of Health & Human Services	172,000
Estate of Thomas Casey	108,000
National Endowment for the Humanities	93,000
W.W. Smith Charitable Trust	88,000
CoreStates Bank	77,000
William Penn Foundation	70,000

Current expenditures and mandatory transfers increased 7% or just over \$3 million. This was largely directed to student financial aid, staff benefits (escalating health insurance costs), salaries and program development.

At year-end, the book value of all endowment and similar funds was \$23,486,000 which was an increase of \$2,866,000 over the last year, a growth of 100% in the last five years. As we give thought and plan to prepare the University to enter the 21st century, we are encouraged by this growth. The net unrealized gain of marketable securities and similar investments in endowment funds was \$1,204,000 at June 30, 1992 resulting in a market value for funds functioning as endowments of about \$24,689,000. Marketable securities and similar investments of funds functioning as endowments continue to be administered as pooled investments managed by R. Fontaine & Associates, Friess Associates, Miller, Anderson & Sherrerd and Morgan Stanley Asset Management. The endowment produced a 14% total return for the fiscal year.

As we look to the near and intermediate future, while we are mindful of its challenges, we remain optimistic of the spirit and endurance of the University. We are excited about the new BSN (generic) Nursing program to begin in the fall of 1993, a new Bucks County location for the School of Continuing Studies and selected other graduate programs, and, most significantly, the launching of a \$100 million capital campaign. Through this we propose to prepare the University to enter the 21st century and to provide the healthy endowment underpinning necessary to lessen dependency on tuition, sustain faculty development, supplement student financial aid, and give birth to the new programs appropriate to educating those who will serve in the next century.

It is always a reassuring strength of the University that enables us to acknowledge with appreciation year after year the generous financial and other support we receive from the Christian Brothers, our alumni and friends. Similarly, we commit our best efforts to the trust given.

Sincerely,

David C. Fleming
 DAVID C. FLEMING
 Vice President for Business Affairs
 and Treasurer



BALANCE

June 30, 1992

ASSETS

	1992 \$	1991 \$
CURRENT FUNDS:		
Unrestricted:		
Cash and short-term investments	3,020,232	2,289,431
Accounts receivable—Note #2	1,321,103	1,271,877
Inventories	892,876	1,118,658
Deferred charges	607,278	536,280
Due from other funds	691,254	875,447
Total Unrestricted	<u>6,532,743</u>	<u>6,091,693</u>
Restricted:		
Cash	750,235	525,861
Accounts receivable	89,191	64,363
Due from other funds	100,795	39,850
Total Restricted	<u>940,221</u>	<u>630,074</u>
Total Current Funds	<u>7,472,964</u>	<u>6,721,767</u>
STUDENT LOAN FUNDS—Note #4:		
Cash	71,529	92,266
Notes receivable	6,025,268	6,064,006
Total Student Loan Funds	<u>6,096,797</u>	<u>6,156,272</u>
ENDOWMENT & SIMILAR FUNDS:		
Cash	14,513	4,796
Investments—Note #3	22,751,088	19,180,349
Objects of art	1,737,002	1,710,502
Cash surrender value life insurance	168,180	130,706
Total Endowment & Similar Funds	<u>24,670,783</u>	<u>21,026,353</u>
PLANT FUNDS:		
Cash	18,493	5,719
Investments—Note #3	6,441,138	8,558,735
Plant, net of accumulated depreciation—Note #6	63,441,456	65,406,321
Due from other funds	910,000	95,799
Total Plant Funds	<u>70,811,087</u>	<u>74,066,574</u>
AGENCY FUNDS:		
Cash and investments	486,886	475,061
Due from other funds	—	7,100
Total Agency Funds	<u>486,886</u>	<u>482,161</u>

LIABILITIES AND FUND BALANCES

CURRENT FUNDS:	1992 \$	1991 \$
Unrestricted:		
Accounts payable	471,382	591,922
Salaries and other accruals—Note #5	2,076,353	1,957,274
Deferred income	2,982,643	2,618,642
Fund balance	1,002,365	923,855
Total Unrestricted	<u>6,532,743</u>	<u>6,091,693</u>
Restricted:		
Accounts payable	22,402	2,591
Fund Balance	917,819	627,483
Total Restricted	<u>940,221</u>	<u>630,074</u>
Total Current Funds	<u>7,472,964</u>	<u>6,721,767</u>

STUDENT LOAN FUNDS—Note #4:

Due to other funds	516,866	643,934
Fund Balance—U.S. Government	4,835,108	4,776,069
Fund Balance—La Salle University	744,823	736,269
Total Student Loan Funds	<u>6,096,797</u>	<u>6,156,272</u>

ENDOWMENT & SIMILAR FUNDS:

Due to other funds	1,185,183	406,189
Fund Balances—		
Restricted	5,031,842	4,345,264
Quasi-endowment	18,453,758	16,274,900
Total Endowment & Similar Funds	<u>24,670,783</u>	<u>21,026,353</u>

PLANT FUNDS:

Accounts payable	115,518	44,159
Accrued interest	477,982	494,261
Bonds payable—Note #7	38,430,000	40,305,000
Mortgage obligations—Note #7	1,196,816	1,384,872
Fund Balances:		
Unexpended	3,138,097	3,034,562
Appropriated—Retirement of indebtedness	27,956	1,432,978
Net Investment in plant	27,424,718	27,370,742
Total Plant Funds	<u>70,811,087</u>	<u>74,066,574</u>

AGENCY FUNDS:

Deposits held in custody for others	486,886	482,161
Total Agency Funds	<u>486,886</u>	<u>482,161</u>

STATEMENTS OF CHANGES

for the year ended

	Current Funds		Student Loan Funds	Funds
	Unrestricted	Restricted		Restricted
	\$	\$	\$	\$
REVENUES AND OTHER ADDITIONS:				
Current operating revenues	57,220,996	1,976,569	—	—
Earnings on investments	—	—	6,537	333,944
Gifts and grants	—	—	—	230,508
Interest collected	—	—	118,676	—
Realized gain on investments	—	—	—	238,156
Reimbursement for loan principal cancelled	—	—	29,609	—
Increase in cash surrender value of life insurance	—	—	—	—
Additions to plant facilities (included in current funds expenditures—\$118,830)	—	—	—	—
Total Revenues and Other Additions	57,220,996	1,976,569	154,822	802,608
EXPENDITURES AND OTHER DEDUCTIONS:				
Current operating expenditures	51,185,081	1,976,569	61,718	86,525
Loan collection and administrative costs	—	—	1,119	—
Loan principal cancelled	—	—	24,392	—
Interest on indebtedness	—	—	—	—
Depreciation expense	—	—	—	—
Expended for plant facilities	—	—	—	—
Total expenditures and other deductions	51,185,081	1,976,569	87,229	86,525
TRANSFERS AMONG FUNDS—Additions/(Deductions):				
Mandatory:				
Principal and interest	(3,302,375)	—	—	—
Non-mandatory:				
For plant facilities	(432,243)	—	—	—
To unrestricted quasi-endowments	(1,374,000)	—	—	—
Restricted endowment funds applied	91,213	30,404	—	(121,617)
Unexpended plant funds for capital projects ..	(910,000)	—	—	—
Other additions/(deductions):				
Excess of restricted revenues over restricted disbursements	—	191,943	—	—
Intra fund additions/(deductions) or transfers	(30,000)	67,989	—	92,112
Total transfers, additions and (deductions)	(5,957,405)	290,336	—	(29,505)
Net increase/(decrease) for the year	78,510	290,336	67,593	686,578
Fund balance at beginning of the year	923,855	627,483	5,512,338	4,345,264
Fund balance at end of the year	1,002,365	917,819	5,579,931	5,031,842

FUND BALANCES

e 30, 1992

Funding As Endowments		Plant Funds		
Quasi	Endowment	Unexpended	Retirement of	Investment
	\$	\$	Indebtedness	In Plant
			\$	\$
	—	—	—	—
	—	109,211	354,964	—
	155,000	—	—	—
	—	—	—	—
	742,485	—	—	—
	—	—	—	—
	37,474	—	—	—
	—	—	—	1,390,309
	<u>934,959</u>	<u>109,211</u>	<u>354,964</u>	<u>1,390,309</u>
	—	6,200	—	40,603
	—	—	—	—
	—	—	—	—
	—	—	3,069,546	—
	—	—	—	3,364,945
	—	1,271,479	—	—
	<u>—</u>	<u>1,277,679</u>	<u>3,069,546</u>	<u>3,405,548</u>
	—	—	1,239,320	2,063,055
	—	432,243	—	—
	1,374,000	—	—	—
	—	—	—	—
	—	910,000	—	—
	—	—	—	—
	<u>(130,101)</u>	<u>(70,240)</u>	<u>70,240</u>	<u>6,160</u>
	<u>1,243,899</u>	<u>1,272,003</u>	<u>1,309,560</u>	<u>2,069,215</u>
	2,178,858	103,535	<u>(1,405,022)</u>	53,976
	<u>16,274,900</u>	<u>3,034,562</u>	<u>1,432,978</u>	<u>27,370,742</u>
	18,453,758	3,138,097	27,956	27,424,718

Report of Independent Accountants

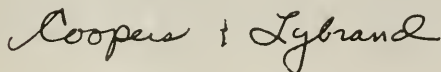
To The Board of Trustees
La Salle University:

We have audited the accompanying balance sheet of La Salle University as of June 30, 1992 and 1991, and the related statements of changes in fund balances and current fund revenues, expenditures and other changes for the year ended June 30, 1992. We previously audited and reported on the financial statements of the University for the year ended June 30, 1991, which condensed statement of current fund revenue, expenditures and other changes is presented for comparative purposes. These financial statements are the responsibility of the University's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with generally accepted auditing standards. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of La Salle University at June 30, 1992 and 1991, and the changes in fund balances and the current funds, revenues, expenditures and other changes for the year ended June 30, 1992, in conformity with generally accepted accounting principles.

Our audit was conducted for the purpose of forming an opinion on the basic financial statements taken as a whole. The accompanying statement of revenues (page 14) for the year ended June 30, 1992, with condensed totals for 1991, is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information has been subjected to the auditing procedures applied in the audits of the basic financial statements and, in our opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.



2400 Eleven Penn Center
Philadelphia, Pennsylvania
August 7, 1992

AROUND CAMPUS



Brother Patrick Ellis (center) receives honorary degree from Brother President Joseph F. Burke as his sponsor Dr. Helen North assists.

Former President Honored at Fall Convocation

La Salle's former President Brother Patrick Ellis, F.S.C., Ph.D. was honored at the university's 1992 Fall Honors Convocation on October 25 in the Union Ballroom on campus.

Brother Patrick, who became president of the Catholic University of America in August, was sponsored by Dr. Helen North, acting chairperson of La Salle's Board of Trustees.

La Salle's new Brother President Joseph F. Burke, F.S.C., Ph.D., presided over the Convocation and presented Brother Ellis with an honorary doctor of

humane letters degree. During the ceremony Brother Burke also recognized 534 La Salle Dean's List students, including 109 from the School of Continuing Studies. In addition, six faculty members were honored for 25 years of service to the university.

"For 30 some years on this campus we came to know and appreciate the abundant talent in teaching, administration, public relations, and artistic endeavor which he dedicated to the service of our community," said Dr. North while presenting Brother Patrick for his degree.

Recalling that *Philadelphia* magazine has described Brother Patrick as a "man of real moral substance," Dr. North added, "We have come to know him, too, as a sharp intelligence, an allusive wit, a person of ready generosity."

Brother Patrick served as president of La Salle for 16 years before being named president of Catholic University in Washington, D.C. He had also served as director of development, director of the honors program and vice president of the corporation while at La Salle.

Under his direction La Salle enjoyed a



Seven members of La Salle's faculty and staff were honored for 25 years of service to the university at the Fall Honors Convocation. They were (from left): Raymond Ricci, vice president for enrollment services; Finn Hornum, assistant professor, sociology, social work, and criminal justice; Dr. John O'Neill, associate professor, mathematical sciences; Dr. Patricia Haberstroh, associate professor, English; Dr. David Efromyson, professor, religion, and Dr. Theopolis Fair, associate professor, history. Dr. Glenn Morocco, associate professor, French and Spanish, was not pictured.

significant amount of academic and physical expansion, including its elevation to university status in 1984. La Salle now has nine graduate programs in such disciplines as Business Administration, Pastoral Counseling, Education, Nursing and Human Services Psychology.

New facilities constructed during his tenure include the \$11 million Connelly Library, 75 townhouses accommodating some 373 students, the adaptation of the former St. Basil's home to house 250 students, an all weather track, and a 500 seat dining hall.

Throughout his years at La Salle, Brother Ellis established himself as one of the nation's leading spokesmen for Catholic Higher Education. In 1989 he was among a select group of Americans who joined delegates from colleges and universities in discussing the Vatican's role in world-wide Catholic higher education with Pope John Paul II in Rome.

Born in Baltimore in 1928, Brother Ellis graduated from Baltimore's Calvert Hall College High School in 1946 and joined the Brothers of the Christian Schools that same year. He received his A.B. degree in English from the Catholic University of America in 1951 and he later earned a master's and doctorate degree in English from the University of Pennsylvania. He currently holds the academic rank of Professor of English.

He served at Philadelphia's West Catholic High School for Boys from 1951 to

1958 and again from 1959 to 1960. That year he joined the La Salle staff as an assistant professor of English. He served at the university until his new appointment this summer except for a term as principal of La Salle High School in Miami, Florida from 1962-1964.

While at La Salle he received the Barry Award, the highest honor conferred by the American Catholic Historical Society, and The Signum Fidei Medal, the highest award offered by La Salle University's Alumni Association.

La Salle Honors Nine Neighborhood Leaders

The university honored nine neighborhood leaders, including a nine-year-old girl, who have demonstrated an unusual degree of dedication to the community at the 19th annual Community Service Awards Dinner on Oct. 16 in the Union Ballroom on campus.

Each year La Salle recognizes these leaders for their commitment to improving the communities in which they live. Particularly sought are persons who have given unselfishly of themselves to make their neighborhood and city a more just and safe place in which to live.

Among this year's award recipients were Aisha Leonard, age nine, a fourth grader in the Pennell School. The youngest person ever to receive this award,



Helene Grady (right), a senior honors student at the university, receives Community Service Award from Millicent Carvalho, director of the Urban Center.

she won first-prize in the recent African American History Oratorical Contest of the School District of Philadelphia.

Other recipients included Mary Butler, an active member of Canaan Baptist Church in Germantown and the office manager of La Salle's News Bureau, and Joseph Johnson owner of the Stenton Shop 'n' Bag in West Oak Lane.

Also honored were Lt. Steve Johnson of Fern Rock, the commanding officer of the Conflict Prevention/Resolution Unit of the Philadelphia Police Department; Rev. Mary E. Laney, a priest at St. Gabriel's Episcopal Church and an active member of the 35th Police Advisory Board, and Trummell Lassister of Logan, president of Logan's Block Captains Association and chairperson of the Logan Clean Campaign.

Also: Helene Grady, a La Salle senior from East Oak Lane who is the coordinator of La Salle's Committee for the Homeless; Gregory Tisdale of Germantown who has worked for 25 years as a political and community activist, and Dr. Jin H. Yu of Germantown, executive director of the Korean Community Development Services Center.

The Community Service Awards Dinner was sponsored by La Salle's Urban Studies and Community Services Center which is celebrating its 25th anniversary this year. All proceeds benefit the Urban Center's Adult Learning Project which reaches over 250 adults annually.

Founded in 1967, the overall purpose of La Salle's Urban Studies Center is to assist in the physical, social, cultural and economic improvement of nearby neighborhoods. The Center also aims to improve interracial understanding and cooperation between La Salle and its neighbors.



THE 1992 LA SALLE FRESHMEN

- This year freshmen come from 20 states and 16 foreign countries. 59% are from Pennsylvania and 20% from New Jersey.
- Two-thirds of the freshmen are resident students.
- 55% graduated from a Catholic high school, down from 61% four years ago.
- 80% of the class describe themselves as Catholic.
- 52% are female. This year marks the first time in La Salle's history that a majority of the new freshmen are female. This trend is likely to continue with the advent of the generic nursing program in May.
- 43% live more than 50 miles from campus, up from 35% four years ago.
- 39% of the freshmen come from families earning more than \$60,000 per year, up from 30% four years ago.
- 77% are receiving some form of financial aid. The average financial aid award for these families was \$9,122.
- 36% are related to La Salle graduates (sons, daughters, grandchildren, nieces, nephews, etc.).
- 14% are minorities, up from 7% four years ago.
- The most popular majors among new students are biology, accounting, and communication, in that order. In recent years, there has been rising interest in the sciences, declining interest in business with interest in the arts holding steady.
- The average SAT score of the freshmen granted a regular acceptance intending to major in the sciences is 1140, in the arts 1027, in business 1000 and in nursing 990.
- 80% of the women and 72% of the men graduated in the top two quintiles of their high school classes.

Daniel C. Pantaleo Appointed Provost

Dr. Daniel C. Pantaleo, vice president for academic affairs at Winthrop University, in Rock Hill, S.C., has been appointed provost at the university, it was announced by Brother President Joseph Burke, F.S.C., Ph.D.

A 48-year-old native of New York City, and a specialist in inorganic chemistry, Dr. Pantaleo was selected after a nationwide search to succeed Brother Burke, who became La Salle's 27th president on July 1.

"Dr. Pantaleo brings outstanding administrative, teaching, and scholarly expertise to the position of provost," said La Salle's president. "He will work with our deans to keep teaching and learning at the forefront of our endeavor, lead us in the development of new programs, and further our efforts at internationalization of the curriculum. It is a personal pleasure to welcome him to La Salle."

Dr. Pantaleo, who assumed his new duties on Oct. 5, is the first layman to hold this position at La Salle. He had been academic vice president at Winthrop University since April, 1991. For the previous four years, he was vice



Daniel C. Pantaleo

president for academic affairs at Frostburg (Md.) State University.

From 1977 to 1987, Dr. Pantaleo served in a number of capacities at Bloomsburg (Pa.) University. He was a member of the Chemistry Department faculty, acting associate vice president for academic affairs, dean of the College of Graduate Studies and Extended Programs, and in-

terim provost and vice president for academic affairs.

Dr. Pantaleo also taught at Georgia's Floyd College from 1970 to 1976, and served as a Fulbright Scholar, attached to the Science Education Center at the University of the Philippines, in Quezon City, in 1977.

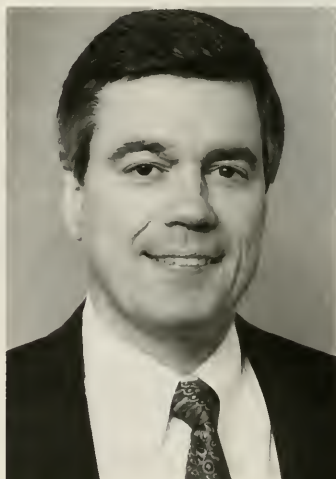
A graduate of Manhattan College where he earned a B.S. in chemistry in 1966, Dr. Pantaleo was awarded a Ph.D. in inorganic chemistry from Emory University, in Atlanta, in 1970. He has also done research and post-graduate work at Louisiana State University and Carnegie-Mellon University.

Dr. Pantaleo, who has co-authored a number of study guides to chemistry textbooks, has been published in such journals as *Inorganic Chemistry*, *Journal of the American Medical Society*, and *Journal of the American Chemical Society*, among others. He was honored for distinguished contributions to chemical education by the Philippine Association of Chemistry Teachers in 1977.

Dr. Pantaleo and his wife, Sheilah, have two daughters, Elizabeth, 11, and Sarah, 8.

University Appoints Scott E. Stickel as First Markmann Chair

La Salle University has named Scott E. Stickel, Ph.D. the first Joseph G. Markmann Alumni Endowed Chair in Accounting. The chair was established by La Salle's School of Business Administration and endowed through the contributions of more than 2,000 La Salle accounting alumni.



Scott E. Stickel



Sharon Hafner (left), Kelly Dougherty (center), and Debbie Boedewig, all students at Villa Joseph Marie High School, were among the 240 juniors and seniors from Delaware Valley high schools who attended La Salle's third annual Environmental Science Workshop on Oct. 3. They learned about air and water pollution, alternative fuels, chemical and solid waste disposal, and energy efficiency.

A native of Pittsburgh, Stickel now lives in Wilmington, Delaware. He received his bachelor of science degree from the University of Delaware and his M.B.A. and Ph.D. from the University of Chicago.

Before coming to La Salle he served for seven years as an assistant professor of accounting for the Wharton School at the University of Pennsylvania. He also taught at Loyola University of Chicago, Keller Graduate School of Management in Chicago and the University of Delaware.

He has had several articles printed in such publications as *International Journal of Forecasting*, *Journal of Finance*, *The Accounting Review*, *Journal of Accounting Research*, and the *Journal of Accounting and Economics*.

Stickel, who joined La Salle's faculty this September, holds the rank of associate professor of accounting.

According to Dr. Joseph A. Kane, dean of La Salle's School of Business Administration, the basic qualifications for the Markmann Accounting Chair included "a record of excellence in teaching, and an ongoing stream of research and publication."

"The person holding the chair must be able to demonstrate significant expertise in teaching and research, provide leadership in faculty development and scholarship, and be able to interact with the external accounting community," Kane explained.

\$80,000 Student Aid Awarded to La Salle By W.W. Smith Trust

The W.W. Smith Charitable Trust has awarded two grants totaling \$80,000 to La Salle University for the 1992-93 academic year.

A \$70,000 grant will provide \$2,000 W.W. Smith Scholar financial aid grants to 35 needy, full-time La Salle undergraduate students in good academic standing.

A \$10,000 grant will continue to provide funding for the W.W. Smith Scholarship Prize Program which is awarded to two La Salle University undergraduate students beginning their senior year this Fall. The recipients, who are prior W.W. Smith Scholars, are selected on the basis of academic distinction, high personal character, involvement in extracurricular activities and leadership.

The 1992-93 academic year is the 15th consecutive year of Smith Trust support for La Salle, totaling \$869,000.

The W.W. Smith Charitable Trust is the third largest private foundation in Philadelphia awarding about \$6 million in grants annually in the Delaware Valley

region to support: medical research into cancers, heart diseases and AIDS; financial aid at colleges and universities; free hospital care for the indigent; and programs providing food, clothing and shelter for children and the aged.

La Salle Ranked as One of Nation's Best by News Magazines

La Salle University has been ranked by *U.S. News & World Report* among the best colleges and universities in the northeast region of the United States. La Salle, the only Philadelphia college to make the list, was ranked 12th in the sixth annual *America's Best Colleges* special report.

There were a total of 1,373 four-year schools included in the study, 558 in La Salle's region. The colleges were ranked according to a system that combined

statistical data with the results of an exclusive *U.S. News* survey of academic reputations among 2,527 responding college presidents, deans and admissions directors.

In addition, La Salle has been included in the second edition of *Barron's Best Buys in College Education*. Three hundred schools are profiled and all 50 states are covered in the book. Each of the schools listed consistently received high marks in terms of faculty attention to students, inspiring and useful programs, along with opportunities for personal and professional development.

"According to La Salle's Brother President Joseph F. Burke, F.S.C., Ph.D., being listed among the best schools is a confirmation of the university's quality."

"We have known for years that the value of our education and the quality of our programs place us among the best universities in the region," he said. "But it's always gratifying when others confirm it."

Reggie White Awarded Alumni Association's Signum Fidei Medal

Reggie White, the All-Pro defensive end of the Philadelphia Eagles who has devoted much of his time to humanitarian causes, has been named recipient of the 51st Signum Fidei Medal, the highest award presented by La Salle University's Alumni Association.

White, however, was unable to attend the Alumni Association's annual awards dinner on November 20 in the Union Ballroom on La Salle's campus. Some 43 men and women from the university's senior class and four La Salle administrators were inducted into the Alpha Epsilon Honor Society at the same event.

White, who has been an outstanding role model for young people, was honored for his work in establishing "Hope Palace" for unwed mothers in Knoxville, Tenn., as well as for his efforts in feeding the hungry in Philadelphia.

An ordained Baptist minister, White excelled in football at the University of Tennessee where he received a degree in human services. He has preached in more than 100 churches and is very active in the Fellowship of Christian Athletes.

White, who is one of the finest defensive players in the National Football League, will receive the award at a later date from Marianne S. Gauss, who is the president of La Salle's Alumni Association.

The Signum Fidei Medal has been awarded annually since 1942 and derives its name from the motto of the Brothers of the Christian Schools—"Sign of Faith." Previous recipients include R. Sargent Shriver, Bishop Fulton J. Sheen, Rev.

Leon Sullivan, Judge Genevieve Blatt, and La Salle University's former Brother President Patrick Ellis, among others.

La Salle University administrators who were inducted into Alpha Epsilon are Brother President Joseph F. Burke, F.S.C., Ph.D., Raymond Ricci, vice president for enrollment services, Dr. Gloria Donnelly, dean of the School of Nursing, and Edward A. Turzanski, director of government affairs.



Philip E. Hughes, Jr., Esq., '71, former president of the Alumni Association and the former alumni representative on the university's Board of Trustees, receives the John J. Finley Memorial Award for outstanding service to the university from Marianne S. Gauss, president of the Alumni Association at the annual awards dinner on Nov. 20.

ALUMNI NEWS

SCHOOL OF ARTS & SCIENCES

'38

Nicholas J. Christ, M.D., received a 50-year service award from the Berks County (Pa.) Medical Society.

'49

William F.X. Coffey, M.D., joined MetLife Brokerage, in Princeton, N.J., as medical director.

'53

Paul J. McGinnis, Ph.D., has retired from the English Department of California State University-Sacramento after 34 years of service.

'57

Rev. David E. Beebe was appointed director of the St. Pius X Spiritual Life Center, in Blackwood, N.J.

'58

Arthur DeMarco, D.O., has retired after 22 years of service to the Cherry Hill Division of Kennedy Memorial Hospitals-University Medical Center. Charles T. Wahl was appointed manager of a Chemical Bank New Jersey branch office in Ocean City, N.J.

'63

Richard Bindie, M.D., received certification from the American Board of Pathology in forensic pathology. He is the director of laboratory services at Pottsville Hospital and Warne Clinic.

'66

Cyril Greenya was elected a vice president of Donegal Mutual Insurance Company and a vice president of the newly acquired Pioneer Mutual Insurance Company, both Donegal Companies, in Marietta, Pa. Col. Thomas A. Timmes has retired from the U.S. Army after more than 28 years of service.

'67

Vincent Butera, M.D., was elected president of the York (Pa.) Hospital Medical Staff.

'68

Michael G. DeFino, Esq., was named to the Pennsylvania Board of Law Examiners for a term expiring April 1, 1995. Brother Edward J. Sheehy, F.S.C., assistant professor of history at the university, has authored *The U.S. Navy, the Mediterranean and the Cold War 1945-47*, which was recently published by the Greenwood Press.

'71

Peter J. Dougherty was appointed executive editor at Princeton University Press, Princeton, N.J. Brother John McGoldrick, F.S.C., received a doctorate in communications from Temple University, Philadelphia.

Sheehy



Mrs. Marie Bradley (right) presents Bernard Bradley trophies, named in honor of her late husband, to Melissa Corcoran, '91, and John B. Kelly, '82, after they finished first in the women's and men's divisions of the fourth annual 2.1 mile Alumni Fun Run at McCarthy Stadium on Oct. 10. Bradley, '35, an outstanding guard on La Salle's unbeaten 1934 football team, is a member of the Alumni Hall of Athletes.

Coming in the Spring Issue . . .

A SURVEY of the Readers of LA SALLE

Don't miss this opportunity to let us know what you like and don't like about the magazine. What are your favorite features? What changes would you recommend? Be sure to fill out and return the survey in the upcoming Spring 1993 issue.

He is now teaching English at Calvert Hall College, Towson, Md., and has had an article accepted for publication in *Telecommunications Policy*.

'72

Richard A.L. Caldarola is president of the Wichita (Kansas) Chapter of The Planning Forum: The International Society for Strategic Management Planning. Caldarola, who recently earned a certificate in management accounting (CMA), instructs undergraduate and graduate students at Friends University, in Wichita. **Ruth Douglas Fisher, Ph.D.**, an English professor at Kutztown (Pa.) University, was the keynote speaker at the second annual alumni reunion of the 35-70 Mary N. Smith High School Alumni Association, in Accomac, Va. **Sam De Martino, D.D.S.**, was elected to the Board of Governors of the Connecticut State Dental Association. **Harry Fini** has joined i-STAT Corp., a manufacturer of medical diagnostic products, as vice president of sales and marketing.

'74

Dennis H. Engle was named vice president and chief lending officer of Peoples Bank of Glen Rock, in Glen Rock, Pa.

'75

Benardo



James Bernardo was named executive director of Kirkland Village, in Bethlehem, Pa. **Donald A. Casolaro** was appointed dean of students at Bishop Eustace Preparatory School, in Pennsauken, N.J.

'76

Diane C. Wilmanski joined the Office of the Comptroller of the Currency in New York City as a bank examiner/audit supervisor, responsible for examining banks in the Northeast District of the United States. She was also elected to Who's Who Worldwide, 1992-93.

'77

Mary Lou Fagan received a master of science degree in counselling psychology from Chestnut Hill College. She is a guidance counselor at Lansdale (Pa.) Catholic High School. **Emil Anthony Ricci**, a professor in the Department of History at Villanova University, is pursuing a master of arts degree in educational administration at that university. He published a book review of Peter Harrison's *Religion and the Religions in the English Enlightenment* in the Spring 1992 edition of *Albion*, a quarterly journal concerned with the British studies.

MARRIAGE: **Anne Marie Smith** to **Robert L. Manieri**.

'78

James J. Flowers, D.O., was named chairman of emergency services at St. Agnes Medical Center, in Philadelphia.

MARRIAGE: **Harry L. Walton, Jr.**, to **Susan E. Durnan**.

'79



Pieretti

Major Julie Trego Manta completed the Army Command and General Staff College regular course at Fort Leavenworth, Kan. **Martin O. Pieretti, D.O.**, was appointed medical director of WorkHealth Inc., an affiliated program of Frankford Hospital and Frankford Health Care System, in Philadelphia.



Charles (Buddy) Donnelly, '52 (second from left), and **Charles (Chip) Greenberg, '86** (second from right), two of the outstanding guards in La Salle's basketball history, and **Laura Frieze Swezey, '81**, a former field hockey, softball and basketball star, were inducted into the Alumni Hall of Athletes on Oct. 9. Participating at the ceremonies were **Marianne S. Gauss, '75**, president of the Alumni Association, and **Brother President Joseph Burke**.

'81



Eileen Matthews-Sitarski won a 1992 Mid-Atlantic Emmy award in the "Children's Programming/One Time Only" category for her production of "The Adventures of Ritzy the Wolf" on Philadelphia's WCAU-TV. It was her sixth local Emmy.

'82



Adelberger

Ken Adelberger was nominated for a 1992 Emmy by the Philadelphia chapter of the National Academy of Television Arts and Sciences in the "Outstanding Sports Program/One Time Only" category for his producing and writing "A Silver Celebration: 25 Years of Flyers Hockey," aired on Prism. **John J. Bergin** was promoted to regional sales manager of Spring Instant Structures, Calgary, Canada. He is opening a new sales office in Indianapolis. **John F. Danella, M.D.**, joined Geisinger Clinic as an associate in the Department of Urology of Geisinger Medical Center, in Danville, Pa. **John J. Gostigian, D.O.**, was appointed to the medical staff at the Monongahela Valley Hospital, where he specializes in emergency medicine.

'84

Vincent S. Buccina accepted a teaching position in the English and Religion Departments at North Hills Catholic High School, in Pittsburgh. **Thomas M. Flach** was named



Joseph G. Markmann, '49 (seated, center), former chairman of the university's Accounting Department, was honored at ceremonies establishing an endowed chair in his name on Oct. 18. Joining him were four generations of family members, many of them with La Salle University connections. Seated (from left): his sons **Daniel P., M.D., '85**, and **William J., M.D., '70**; granddaughter, **Maggie**; wife, **Dorothy**; granddaughter, **Jennifer**; mother, **Anna**; sons, **Joseph M., '69**, and **James F., '83, M.D., Ph.D.** Standing (from left): granddaughter, **Denise**; daughter-in-law, **Candy Markmann**; son-in-law, **Ali Naji, M.D., Ph.D.**; daughter, **Patricia Naji**; grandson, **Joseph**; daughter, **Caroline**; grandsons, **William, Stephen**, and **Joseph, '96**, and daughters-in-law, **Eileen Markmann, '88**, and **Mary Ann Porch, '83**.

property manager for North Brook Corporate Center, in Trevose, Pa.

'85

MARRIAGES: **Dr. Kevin V. James** to **Michele Janine Singley**; **Robert M. Talbot** to **Robin E. Schwemm**.

'86

MARRIAGE: **Michael A. Spadaccini** to **Sharon A. Ermel**.

'87

Mark E. Swierczewski, D.D.S., has opened a practice in family and aesthetic dentistry in Wyomissing, Pa.

MARRIAGES: **Mark DiGiovanni** to **Ann Marie Allwein**; **Jacqueline Muhic** to **Nicola Lubrano**.

'88

Marylynn Kearney Stecker received a master of education degree from Temple University.

MARRIAGES: **Joan Bennett** to **Dan Cory, '89**; **Lisa Zampetti** to **Gregory Kay, '89**.

'92

Lois W. Kaznicki is pursuing a doctorate in political science at Harvard Graduate School in the Department of Government. **Gregory J. Palakow** attends Widener University School of Law.

SCHOOL OF BUSINESS

'63

Ott



Eugene J. Ott was appointed chief operating officer of Greater Atlantic Health Service, in Philadelphia. **Dennis S. Marlo** was elected president and chief executive officer and a member of the Board of Directors of the Main Line (Pa.) Federal Savings Bank.

'69

John Anthony is district judge of Paoli (Pa.) District Court.

'70

Pat Poehls joined G. Anderson Agency as the producer/manager of its Insurance Benefits Department.

'71

James R. Mercer was promoted to vice president, Financial Management Division, personal trust administration/investments, at Fidelity Bank.

'73

Dominic J. Grosso, Jr., was named vice presi-

dent and controller at AAA Mid-Atlantic and Keystone Insurance Company, in Philadelphia.

'74

Foff



John J. Foff, Jr., vice president and treasurer of Willow Grove Federal Savings, was elected



La Salle's Fitness Center was dedicated in honor of James J. Binns, '61 (center), a member of the University's Board of Trustees, on Sept. 30. Among the participants were Brother President Joseph F. Burke (right) and Rev. Richard Wojnicki, '76, who blessed the new facility. Binns, a prominent local attorney, was recognized for his many forms of support for La Salle including equipment that he has donated to the Fitness Center, a scholarship program which he has helped to fund, and other contributions of personal property that he has made to the university. La Salle's Fitness Center is located at the St. John Neumann Residence Hall on the South Campus and is open to students, faculty, and alumni of the university.

district director for Delaware, New Jersey, New York and Pennsylvania for the Financial Managers Society Inc., a national professional association.

'76

James J. Clearkin, III, is president of James J. Clearkin, Inc., a building construction company in Philadelphia. **James A. Thomas**, executive vice president of the American Society for Testing and Materials (ASTM), in Philadelphia, was named the society's president.

'77

Rosemary A. Gallagher, CPA, MBA, was promoted to senior finance manager, financial information resources, at Bank of Boston Corporation, in Boston.

'79

Ernest D. Huggard was re-elected chairman of the Board of Directors of Career Opportunity Development Inc., a non-profit company that provides vocational rehabilitation to individuals with disabilities. **Richard F. Mauro** was promoted to vice president at Princeton (N.J.) Bank & Trust Company.

'80

Franklin B. Haaz, Esq., was re-elected to the board of directors of the Montgomery County

Alumni Invited to Join New Health Professional Mentoring Program

The university's Committee on Applicants to the Health Professions, chaired by Brother Thomas McPhillips, F.S.C., Ph.D., '72, has initiated a pre-health professional mentoring program and has issued an open invitation to members of the alumni to participate.

Through this program, health professionals are matched one-on-one with La Salle students who are interested in pursuing a health profession. The professionals share their experiences with the student and encourage them in the pursuit of medical careers including such allied health professions as physical therapy.

Realizing that the time of the health professional is extremely limited, all participants are asked to meet with students three times with each meeting lasting about an hour. The scheduling and location of the meetings are left to the discretion of the health professional.

"The majority of the 50 health professionals who have already volunteered to participate in the



Brother Tom McPhillips

program are La Salle alumni/ae," said Brother McPhillips, an associate professor of biology at the university. "We would like to see many more of our graduates get involved. We are seeking professionals from all branches of

medicine including allopathic and osteopathic medicine, dentistry, optometry, podiatry, veterinary medicine, physical and occupational therapy, etc."

Brother McPhillips added that a number of other prominent health organizations are also providing support for La Salle's mentoring program. They include the Department of Medicine at Albert Einstein Medical Center, the Philadelphia College of Optometry, and the Pat Croce Sports Clinics, among others.

"Each mentor will be asked to challenge the student to develop a deeper understanding of the life of the health professional," explained Brother McPhillips. "Hopefully the mentor will encourage the student's interest in medicine and help the student discern whether medicine is the appropriate career choice for him or her."

For further information, please contact Brother McPhillips at (215) 951-1253 or write to him c/o the Department of Biology, Box 298, La Salle University, Philadelphia, PA 19141.



ALUMNAE DAY

About 100 women attended expanded Alumnae Day festivities held throughout the campus on Sept. 19. Activities included workshops on financial strategy, time and stress management, and image enhancement as well as tours and a luncheon. Brother President Joseph Burke, the featured speaker at the luncheon, is shown above (center) with (from left): Dr. Fred Foley, vice president for development; Maryjane Paone Stewart, '80, president of the Alumnae Club; Marge Kraft, associate director of alumni, and Marianne Gauss, president of the Alumni Association.



(Pa.) Big Brothers/Big Sisters Association.

'81

France A. Scully, who lives in Newtown, Pa., is a sales representative for Behring Diagnostics Inc.

'82



Ben Cohen works for the Littleton (Colorado) real estate office of Perry & Butler.

MARRIAGE: John M. Seay to Jacqueline E. Rhoades.

'84

Peter G. Clearkin is vice president of James J. Clearkin, Inc., a building construction company in Philadelphia.

MARRIAGE: Joseph Breslin to Kathleen De-Marco.

'85

MARRIAGE: Michael J. Dever to Susan L. Grammer.

'87

Lewis H. Silver was appointed to the Board of Directors of the Institute of Management Accountants, Philadelphia chapter.

MARRIAGE: Lewis H. Silver to Hillary Shaycer.

'88

Robert Michael Slutsky received a juris doctor degree from The Dickinson School of Law, in Carlisle, Pa.

'89

Barbara Lynn DeVenuto received a juris doctor degree from The Dickinson School of Law, in Carlisle, Pa. Gregory M. Giangliordano was graduated cum laude from Temple University School of Law. He is a law clerk to Judge James McGirr Kelly, of the United States Dis-

trict Court for the Eastern District of Pennsylvania.

MARRIAGES: Dan Cory to Joan Bennett, '88; Gregory Kay to Lisa Zampetti, '88.

'90

Robert L. Buck became a certified public accountant. Michael J. Saldutti is controller for J.I. Case Power and Equipment Company, in Montgomeryville, Pa.

'92

Seaman Apprentice Eric D. Conard was graduated from Coast Guard Recruit Training Center, in Cape May, N.J.

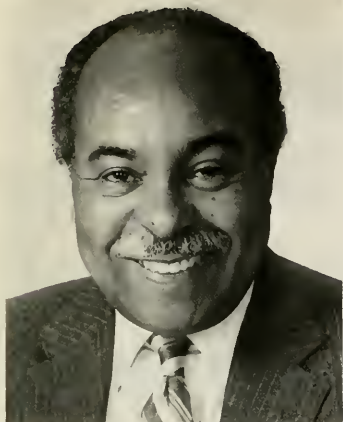
M.B.A.

'87

MARRIAGE: Anne Marie Smith to Robert L. Manieri.

'91

MARRIAGE: Dan Cory to Joan Bennett, '88.



Walter P. Lomax, M.D., '53, chairman of The Lomax Group, a Chalfont (Pa.)-based healthcare management company, has been elected to the university's Board of Trustees.



Brother Michael J. McGinniss, F.S.C., Ph.D., '70, chairman of the university's Religion Department, has been elected vice president of the La Salle University Corporation.

M.A. IN BILINGUAL- BICULTURAL STUDIES

'85



Paula Ritchie Kadel was named president of Genesis Communications Inc., a communications consulting firm specializing in religious and human service organizations, in Plymouth Meeting, Pa.

SCHOOL OF NURSING B.S.N.

'82



Anne Hammond, CRRN, has been named director of outpatient business development for Moss Rehabilitation Hospital, in Philadelphia.

NECROLOGY



Dr. Casimir S. Ciesla
Economics Department 1950-1988

'35

Hugh J. Gallagher

'43

Anthony Bonanni

'46

Robert B. Marks

'48

Charles P. Perkins

'49

James Jesberger

'50

Walter J. Kanigowski

'51

Col. Anthony J. Moreschi, Jr.
U.S. Army Reserves
Rev. James P. Morro

'53

John J. Byrne, F.S.C.

'56

Anthony Esposito, Jr.

'60

James V. Higgins

'62

Robert Shiner Jr.
Edward J. Wanjek

'63

Richard J. Diamond
Jack D. Lohr

'67

Rusel J. Silkey

'71

Francis J. Cernovsky

'73

Anthony P. DiSilvestro

'75

Marcus Brown
Evon Butcher

'76

Joseph E. Junod
Dr. Mark B. Solinsky

'86 (M.A.)

Joan T. Geruson

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Many alumni are fond of saying that La Salle is one of the best kept secrets in America. Well, the secret is out.

U.S. News & World Report recently included us among the nation's best regional universities. Not long ago we were selected by *The New York Times*, *Barron's*, and *Money* magazine as one of the best buys in higher education. And *New York Newsday* referred to us as a "university on the rise" in an article entitled "Where the Hot Schools Are."

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